

July 2000



CALIFORNIA TRADE AND COMMERCE AGENCY

Gray Davis
Governor

Lon S. Hatamiya
Secretary

As Chair and Vice-Chairs of the California Travel and Tourism Commission (CTTC), we are pleased to provide your business with your 2000/2001 Tourism Assessment Form and instructions. The California Tourism Marketing Referendum that passed in October 1997 established a mandatory assessment of businesses that benefit from increased tourism to California. It also established that businesses may pass along assessments to customers.

You are all aware of the strong economic impact of the California tourism industry and will find details in the Background section of this document (page 2), as well as in the enclosed CTTC "1999 Year in Review" Newsletter, that note the invaluable sources of spending, revenues and jobs that the industry generates. You may also be aware of the continued increase in competition within the industry and the net effect of a downward trend of visitor market share that California has been experiencing over the last eight years. With the industry's passage of the Tourism Marketing Referendum, the support of 4,000 businesses like yours and the establishment of a fund that is used for a variety of statewide marketing programs, we believe that we can reverse this downward trend, thereby ensuring the growth of new and repeat California visitor business and the viability of a strong California economy.

We are very excited about the wealth of new programs that originated as a result of CTTC funding, such as the *Adventures in Wild California* IMAX film that is now featured in theaters throughout California and the U.S. and will soon premier internationally. The film is projected to reach 12-15 million people worldwide and generate up to three billion gross impressions on California. CTTC funding has also provided a strong boost to existing California Tourism programs, including a 26% increase to the total advertising budget for the current Spring 2000 campaign.

The completion and return of the enclosed two-page form is required by state law. The form must be mailed (with payment, if applicable) no later than the due date. A return envelope is enclosed for your convenience. Additional information about California's tourism marketing program is available on the Internet at <http://gocalif.ca.gov/tma/>.

We thank you in advance for your time and your support of California's travel industry and the strong economic impact that the upcoming marketing programs will have on the California economy.

Sincerely,

Lon S. Hatamiya, Secretary

California Trade and Commerce Agency and Chair, California Travel and Tourism Commission

James O. Abrams, Executive Vice President

California Hotel & Motel Association and Vice Chair, California Travel and Tourism Commission

Bob Roberts, Executive Director

California Ski Industry Association and Vice Chair, California Travel and Tourism Commission

Division of Tourism

Main Office

801 K Street, Suite 1600
Sacramento, CA
95814

Assessment Program

P.O. Box 2007
Sacramento, CA
95812-2007

Tel. (916) 322-3450
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Background

Travel and tourism is now one of the leading industries in the world. California tourism generates more than \$67 billion in tourism spending, \$4.5 billion in tax revenue, and employs nearly 700,000 Californians. Although these statistics are significant, California has experienced a 1-2% loss of tourism market share over the last eight years due to increasing competition from other destinations and a budget that has not grown with inflation. This market share loss translates into an annual loss of \$6.7 billion in spending, \$450 million in state and local revenues, and approximately 70,000 jobs.

Efforts to market California are effective, but more needs to be done to stay ahead of the competition. Without increased marketing funds, California cannot sustain year-round programs or compete with the extensive advertising and promotional efforts of other, better-financed domestic and international destinations. Reliance solely on state funding allocations placed California's tourism budget 24th among state tourism programs – a far cry from most of its major competitors. To increase California's marketing efforts, the California Tourism Marketing Act took effect on January 1, 1996. It established a process for businesses that benefit from money spent by travelers in California to assess themselves to finance a larger statewide tourism marketing program. In October 1997, these California businesses voted on a statewide referendum to approve a mandatory assessment that would fund a joint marketing program. The referendum passed by a 69% to 31% margin, establishing the California Travel and Tourism Commission (CTTC) and a statewide marketing fund derived from mandatory assessments collected by the California Trade and Commerce Agency.

The rate of assessment is 45 cents per one thousand dollars of travel and tourism revenue. **All businesses receiving a Tourism Assessment Form are required to complete and return the form** so it can be determined whether or not they must pay an assessment for the current year. **The California Tourism Marketing Act states that businesses may pass assessments onto customers.**

Assessment funds are used for television and print advertising, production and distribution of printed visitor information materials, Web site development, promotion of California's lesser-known and under-utilized destinations, and cooperative marketing partnerships that benefit regions, groups of like businesses and/or companies new to tourism. Many of these programs represent opportunities for companies, such as yours, to partner with the CTTC and California Tourism. If interested in participating, please contact the CTTC at (916) 322-5000 to receive the latest California Tourism Cooperative Opportunities Brochure. The CTTC, which oversees these programs, is managed by 37 appointed and elected commissioners, a statewide marketing committee, and an executive director selected by the travel industry.

It is crucial that companies directly benefiting from money spent by travelers take an active role in promoting California and reclaiming lost market share. By establishing the CTTC, and with the support of thousands of assessed businesses like yours, the California travel industry will collect a projected total of \$24 million in assessments over a four-year period. These funds will enable the travel industry to reverse the dangerous trend of lost market share, and ensure the growth of new and repeat California visitor business and the viability of a strong California economy.

General Instructions

Completion of this form is required by state law to meet annual filing requirements of the California Tourism Marketing Act, to claim exemption status and/or to amend previously submitted information. The information must be true, correct and complete.

Submitting the Form: The Tourism Assessment Form must be completed and payment must be postmarked by the due date shown on the front of the form above the mailing address. Make checks payable to: **California Travel and Tourism Commission (CTTC)**, and mail with the form to the **California Trade and Commerce Agency, P.O. Box 2007, Sacramento, CA 95812-2007**. If you need assistance, please contact us at (916) 322-3450 Monday through Friday 8:00 a.m. to 5:00 p.m. or visit our web site at <http://gocalif.ca.gov/tma>

Penalties: A late fee of 10% per annum will be assessed on late payments. Any business failing to provide information necessary to determine its assessment shall owe the segment maximum of \$250,000.00. (California Government Code Section 15372.110 (b)). Late fees and penalties shall commence 30 days after a Notice of Failure to Pay and shall be in addition to any assessment fees owed.

Multiple Locations: Businesses with multiple California locations (see Business Location in "Key Definitions" on Page 3) must either complete a Tourism Assessment Form **for each location** or utilize a Tourism Assessment Spreadsheet listing **all California locations**. A spreadsheet is available by calling (916) 322-3450.

New Business/Change of Ownership/Close of Business: The owner of record as of the printed due date is responsible for completing the form.

Exemptions

Some individual business locations that receive this form may receive negligible benefit from travel and tourism and therefore will be EXEMPT from any assessment. **The only way we will know that your business is exempt is if you complete and return the enclosed form.**

- You are exempt if you are a public body, which is defined as a public entity or a corporation where a majority of the corporation's board of directors is appointed by a public official or public entity, or serves on the corporation's board of directors by virtue of being elected to public office, or both. A public entity is an agency, department or instrumentality of the United States, State of California, or any political subdivision thereof. A public official is an employee of a public body or a person elected to the public body, who serves as a representative of that public body when making the appointment.
- You are exempt if you are a regular route intrastate and interstate bus service.
- You are exempt if you are not in an industry segment listed on the Industry Categories/Segments List.

You are exempt for this fiscal year's assessment cycle if any one of the following applies:

- Your California gross receipts are less than \$1 million.
- Less than 8 percent of the California gross receipts for this business is "travel and tourism revenue".
- You are a travel agency/tour operator that receives less than 20 percent of your California gross receipts from travel and tourism to places within California.
- After completing the calculations on the Tourism Assessment Form, you determine that the travel and tourism assessment would be less than \$50 for this business location.

Key Definitions

Assessment - The amount of annual fees owed by the business location.

Authorized Representative - A person authorized by the business to provide the information and sign the Tourism Assessment Form. Examples of authorized representatives include sole proprietors, corporate officers, general partners, and fiduciaries.

Business - An individual (sole proprietor), partnership, fiduciary, corporation, association, limited liability company, or any other business organization, whether operating on a profit or nonprofit basis.

Business Location - The street address where travel and tourism revenues are generated by a business.

A Tourism Assessment Form must be filed for each business location, unless a completed Tourism Assessment Spreadsheet is filed. A business has more than one location if the activities of the business have different street addresses, except the following shall be treated as a single Business Location: A Business Location with two or more street addresses and the locations of the street addresses are under common ownership, located on a single site (contiguous property under common ownership), and under the direction of a single Authorized Representative; or, two or more street addresses separated by a single street which are represented and promoted as one Business entity.

California Gross Receipts - Gross receipts, less returns and allowances from sales in California. For example, the amount shown on line 1c on Schedule F (FTB Form 100); Line 3 on Schedule C (IRS Form 1040), or for multi-state operations, Column (b) on Line 3 of FTB Schedule R-1 (Total sales). For travel agencies, income from commissions and fees from sales of travel to places within CA.

Industry Categories/Segments - There are four Industry Categories: A) Accommodations; B) Restaurants and Retail; C) Attractions and Recreation; and D) Transportation and Travel Services. Industry Segments are subsets of these four Industry Categories and are subject to assessment. Please see Page 4 for a listing of Industry Segments within each Industry Category.

Public Body - Please refer to "Exemptions" section above for Definition of Public Body.

Travel and Tourism Revenue - California gross receipts derived from expenditures to and/or within California by people who (1) travel at least 50 miles from home, one way, for purposes other than commuting to work or school; or (2) have an overnight accommodation as part of the travel, regardless of the distance or purpose traveled. "Home" as used in the definition of travel and tourism revenue means the place where the person has resided for the most recent 31 consecutive days.

Industry Categories/Segments

A ACCOMMODATIONS

A100 Bed and breakfast inn
A105 Campgrounds
A110 Campsite
A115 Casino hotel
A120 Dude ranch
A125 Hotels
A130 Hotel, franchised
A135 Inns
A140 Lodging house, except organization
A145 Lodging house, organization
A150 Motels
A155 Motel, franchised
A160 Motor Inn
A165 Recreational vehicle parks
A170 Resort hotel
A175 Resort hotel, franchised
A180 Seasonal hotel
A185 Ski lodge
A190 Tourist camps, cabins, cottages, and courts
A195 Trailer park
A200 Vacation lodges

B RESTAURANTS & RETAIL *

B100 American restaurant
B105 Barbecue restaurant
B110 Cajun restaurant
B115 Carry-out only (except pizza) restaurant
B120 Chicken restaurant
B125 Chinese restaurant
B130 Commissary restaurant
B135 Drive-in restaurant
B140 Ethnic food restaurants
B145 Family restaurant, chain
B150 Family restaurant, independent
B155 Fast-food restaurant, chain
B160 Fast-food restaurant, independent
B165 Fast-food stand
B170 French restaurant
B175 German restaurant
B180 Greek restaurant
B185 Health food restaurant
B190 Indian/Pakistan restaurant
B195 Italian restaurant
B200 Japanese restaurant
B205 Korean restaurant
B210 Lebanese restaurant
B215 Lunch counter (restaurant)
B220 Mexican restaurant
B225 Pakistani restaurant
B230 Pizza restaurants
B235 Seafood restaurants
B240 Spanish restaurant
B245 Sushi bar
B250 Steak restaurant
B255 Thai restaurant
B260 Vietnamese restaurant

EATING PLACES

B300 Box lunch stand
B305 Buffet (eating places)
B310 Cafeteria *
B315 Cafe
B320 Chili stand
B325 Coffee shop
B330 Concessionaire
B335 Contract food services *
B340 Delicatessen (eating places)
B345 Diner
B350 Dinner theater
B355 Eating places
B360 Food bars
B365 Frozen yogurt stand
B370 Grills (eating places)
B375 Hamburger stand
B380 Hot dog stand
B385 Ice cream stands or dairy bars
B390 Luncheonette
B395 Lunchroom
B400 Oyster bar
B405 Pizzeria, chain

B410 Pizzeria, independent
B415 Sandwiches and submarines shop
B420 Seafood shack
B425 Snack bar
B430 Snack shop
B435 Snow cone stand
B440 Soda fountain stand
B445 Soft drink stand

DRINKING PLACES

B500 Drinking places
B505 Bar (drinking places)
B510 Bars and lounges
B515 Beer garden (drinking places)
B520 Cocktail lounge
B525 Saloon
B530 Tavern (drinking places)
B535 Wine bar

NIGHT CLUBS

B600 Night clubs
B605 Cabaret
B610 Discotheque

RETAIL

B700 Art dealers
B705 Athletic shoes
B710 Books
B715 Camera, photo
B720 Children's apparel
B725 Children's shoes
B730 Computer & software
B735 Department stores, discount
B740 Department stores, non-discount
B745 Family apparel
B750 Family shoes
B755 Florists
B760 Gems and precious stones
B765 Gift, novelty; souvenir
B770 Hobby, toys, games
B775 Jewelry
B780 Luggage, leather
B785 Men's shoes
B790 Men's/boys apparel
B795 Misc. apparel
B800 Misc. general merchandise stores
B805 Misc. home furnishings
B810 News stands
B815 Optical
B820 Radio, television, electronics
B825 Record & tape
B830 Specialty sporting goods
B835 Sporting goods
B840 Stationery
B845 Tobacco
B850 Variety Stores
B855 Women's apparel
B860 Women's shoes
B865 Women's specialty apparel

C ATTRACTIONS AND RECREATION

C100 Aerial tramway or ski lift, amusement or scenic
C105 Air shows
C110 Amusement concession
C115 Amusement parks
C120 Amusement ride
C125 Animal and reptile exhibit, w/admission fee
C130 Aquarium, w/admission fee
C135 Aquariums and zoological gardens, w/admission fee
C140 Arboretum, w/admission fee
C145 Art gallery, w/admission fee
C150 Art gallery, noncommercial, w/admission fee
C155 Arts or science center w/admission fee
C160 Ballet production
C165 Beach & water sports equipment rental & svcs
C170 Botanical garden, w/admission fee
C175 Cave operation
C180 Concession operator
C185 Fair
C190 Festival operation
C195 Fishing boats, party, operation
C200 Fishing lakes and piers, operation

C205 Gambling establishment
C210 Gambling machines, operation
C215 Historical society, w/admission fee
C220 Hot air balloon rides
C225 Houseboat rentals, rev. on rental of 30 days or less
C230 Marine basins, rev. on rental of 30 days or less
C235 Museum, w/admission fee
C240 Observation tower operation
C245 Opera company
C250 Pack train, for amusement
C255 Performing arts center production
C260 Pier, amusement
C265 Planetarium, w/admission fee
C270 Plays, road and stock companies
C275 Pleasure boat rental, rev. on rental of 30 days or less
C280 Recreation equipment rental
C285 Repertory, road/ stock companies; theatrical
C290 Rodeo operation
C295 Rowboat and canoe rental, rev. on rental of 30 days or less
C300 Saddlehorse rental of 30 days or less
C305 Sailboat rental, rev. on rental of 30 days or less
C310 Scenic railroads for amusement
C315 Ski rental concession
C320 Spas
C325 Sporting goods rental (not elsewhere classfd)
C330 Summer theater
C335 Surfing equip. rental, rev. on rental of 30 days or less
C340 Symphony orchestra
C345 Theatrical companies
C350 Theme park, amusement
C355 Tourist attraction, commercial
C360 Tourist attractions, amusement park concessions and rides
C365 Waterslide operation
C370 Wax museum, commercial
C375 Yacht basins, rev. on rental of 30 days or less
C380 Zoological garden, commercial
C385 Zoological garden, noncommercial, w/admission fee

D TRANSPORTATION AND TRAVEL SERVICES *

D100 Airport ground transportation service
D105 Automobile rental, with driver
D110 Charter buses, excursions except interstate, revenue reportable to PUC
D115 Cruise ships/deep sea passenger transport, revenue reportable to PUC
D120 Excursion boat operators/ inland water local tour
D125 Ferries operating across rivers or w/in harbors
D130 Filling stations, gasoline (exempt sales of diesel fuel)
D135 Gasoline service stations (exempt sales of diesel fuel)
D140 Inland water taxis/ferries
D145 Intercity highway transport, special service
D150 Interstate bus line, revenue reportable to PUC
D155 Intraport transportation
D160 Limousine rental, with driver
D165 Local bus charter service
D170 Local passenger transpnt. not elsewhere classfd
D175 Local rental transportation
D180 Marine service station
D185 Motor home rental
D190 Motorcycle rental
D195 Passenger car rental
D200 Rafting tours
D205 Recreational vehicle rental
D210 Rent-a-car service
D215 Sightseeing boats
D220 Sightseeing bus, revenue reportable to PUC
D225 Taxicabs
D230 Tour and guide services
D235 Tour operators/packagegers & wholesalers
D240 Travel agencies
D245 Water taxis

*Excluded: (a) contract feeders serving hospitals, schools, prisons, employee cafeterias and/or restaurants, (b) catering vendor trucks serving job sites and other employment locations, (c) restaurants on university campuses and military basis, and (d) regular route intrastate and interstate bus service.



COMPLETE AND RETURN THIS FORM, WITH PAYMENT DUE,
BY THE DATE SHOWN ABOVE YOUR ADDRESS ON THIS FORM

California Tourism Marketing Act
TOURISM ASSESSMENT FORM 2000/2001

A TOURISM ASSESSMENT FORM MUST BE COMPLETED FOR EACH BUSINESS LOCATION
UNLESS A TOURISM ASSESSMENT SPREADSHEET IS COMPLETED. For assistance call (916) 322-3450.

Complete Name & Address for Billing Correspondence

Complete Name & Address of Business Location

1. If one or more of the preprinted addresses is incorrect (or missing), please enter the correct information below.

- | | |
|---------------------------|---------------------------------------|
| a) Business Name _____ | d) Location Name (if different) _____ |
| b) Mailing Address _____ | e) Address _____ |
| c) City, State, ZIP _____ | f) City, State, ZIP _____ |

2. Enter the Federal Employer Identification Number (FEIN) for this business,
or if no FEIN exists, enter the Social Security Number (SSN) of the primary owner.2 _____
(The inclusion of a FEIN or SSN is mandatory pursuant to the provisions required by the California Marketing Act (Government Code Section 15372.60 et seq.). The number will be used as an identifier for the business location.) (Enter FEIN or SSN)

3. To determine if your business is exempt, refer to the "Exemptions" section on Page 3 and the "Industry Categories/Segments" list on Page 4.

3a) If your business location derives the greatest portion of its California gross receipts from an Industry Segment **not listed** on Page 4, enter the number 1 in this box and **state the principal activity** on the line below:

3b) If any of the following apply to this Business Location, enter the number 2, 3, 4, or 5 in this box:

- | | |
|--|---|
| (2) travel agency/tour operator, less than 20% from within California; | (4) less than 8% of gross receipts from travel and tourism; |
| (3) public body; | (5) gross receipts less than \$1 million. |

(Please refer to "Key Definitions" on Page 3 for an explanation of the above terms.)

3c) If you indicated in 3b above that your gross receipts are less than \$1 million, check the appropriate box below:

- ☐ Less than \$500,000 ☐ \$500,000 - \$799,999 ☐ \$800,000 - \$999,999

**If you placed a number in box 3a or 3b, you are an Exempt Business or Exempt Business Location.
Go directly to line 13. Otherwise, go to line 4.**

4. Enter the code number of the one Industry Segment (Page 4) from which the Business Location earns the greatest portion of its California gross receipts (e.g. the "Bed and Breakfast Inn" code number is A100)..... 4 _ _ _ _

5. **Optional Payment.** If you wish to voluntarily pay the maximum assessment, enter "\$250,000.00" on line 5 and send payment of \$250,000.00 to: California Travel and Tourism Commission. Go directly to line 13..... 5 _____ | 00

6. Enter the ending month and year of your accounting period from your most recently filed tax return. (For example, for the calendar year 1999, enter 12/99) 6 _ _ / _ _

7. Enter your California gross receipts for the period on line 6, for this Business Location (refer to "Key Definitions" on Page 3). DO NOT attach copies of income tax returns. 7 _____ | 00

7a) If California gross receipts information is not available, indicate reason and transaction date below, and proceed to line 13.

- ☐ Business bought/sold(circle one) If sold, enter buyer's name & address below ☐ Business opened/closed(circle one)
Date _____ Buyer _____ Date _____

8. From the amount on line 7, subtract **exempt revenues** as defined below (if applicable) and enter the **balance** here:
..... 8 _____ | 00

The following **exempt revenues** shall be subtracted from California gross receipts (line 7) prior to entering an amount above on Line 8.
Revenues from rentals of more than 30 days for each of the following: canoes, houseboats, pleasure boats, rowboats, sailboards, surfing equipment and spaces in marine and yacht basins. **Applies only to Business Locations in Attractions and Recreation Industry Segments.**
All revenues from interstate transportation and sales of diesel fuel. All revenues from regular route intrastate and interstate bus service. **Applies only to Business Locations in Transportation and Travel Services Industry Segments.**

9. Enter the estimated percentage of line 8 that is derived from travel and tourism revenue, e.g. 65% would be written as 0.65. (Refer to Page 3 for definition of Travel and Tourism Revenue.) 9 _____

If line 9 is less than .08, you are an Exempt Business Location and not subject to a travel and tourism assessment for this year. Go directly to line 13. Otherwise, if line 9 is equal to or greater than .08, go to line 10.

(You are not required to show your method of calculating your percentage of travel and tourism, but are required to retain it for three years and to produce it if requested.)

10. Multiply line 8 by line 9 and enter the result here (e.g. \$1,000,000 x 0.65 = \$650,000)... 10 _____ | 00

11. Multiply line 10 by .00045 (assessment rate) and enter the result on line 11 (rounded to nearest dollar). This is your travel and tourism assessment for this year. 11 _____ | 00

If line 11 is less than \$50, you are an Exempt Business Location and not subject to a travel and tourism assessment for this year. Do not send payment. Go directly to line 13.

12. If the amount shown in line 11 is equal to or greater than \$50, please make check or money order for total amount due payable to: California Travel and Tourism Commission. **To avoid penalties, payment must be postmarked not later than thirty (30) days following the due date printed on Side 1 of this form.**

13. Under penalty of perjury, I declare that I have examined the above information and to the best of my knowledge and belief, it is true, correct, and complete.

_____ Authorized Representative <small>Please Print</small>	_____ Title	_____ Signature
(_____) _____ Phone Number	(_____) _____ Fax Number	_____ Date
E-Mail Address: _____ (optional)		

(Please note: A person who provides false information is civilly liable for up to \$10,000 in addition to the amount of assessment as per Government Code Section 15372.121.)

MAIL THE COMPLETED FORM WITH PAYMENT IN THE RETURN ENVELOPE PROVIDED.

If you did not receive a return envelope or have misplaced it, return the form, with payment, payable to: California Travel and Tourism Commission (CTTC), and send to the California Trade and Commerce Agency, P.O. Box 2007, Sacramento, CA 95812-2007.

For assistance, call **(916) 322-3450 Monday through Friday 8:00 a.m. to 5:00 p.m.** Please visit our internet site at <http://gocalif.ca.gov/tma> for additional forms and information about the California Tourism Marketing Program and the Assessment Program.

California Travel & Tourism Commission

List of Commissioners

CHAIR – Lon Hatamiya, Secretary, California Trade and Commerce Agency

APPOINTED COMMISSIONERS BY REGION

Deserts, Mike Fife, President, Palm Springs Desert Resorts Convention & Visitors Authority (1/02)
San Diego County, William Davis, Executive Vice-President & General Manager, SeaWorld (1/02)
Inland Empire, Ted Weggeland, President, Entrepreneurial Hospitality Corp. (1/02)
Orange County, Bill O'Connell, Co-Owner, Stovalls Best Western (1/00)
Los Angeles County, Tadao Fujiwara, Tadao Fujiwara, M.D. (1/04)
Central Coast, Ted Balestreri, General Managing Partner, Cannery Row Company (1/00)
High Sierra, Dennis Harmon, President, Heavenly Ski Resort (1/00)
San Francisco Bay Area, John Marks, President, San Francisco Convention and Visitors Bureau (1/00)
Gold Country, CTTC Chief Financial Officer, John Kautz, Chairman, Kautz Ironstone Vineyards (1/02)
Central Valley, Vacancy
Shasta Cascade, John Koeberer, President, California Parks Company (1/02)
North Coast, Vacancy

ELECTED COMMISSIONERS BY INDUSTRY

Accommodations

CTTC Vice Chair - Jim Abrams, California Hotel and Motel Association (1/02)
James J. Amorosa, Motel 6 Operating L.P. (1/04)
Glyn Davies, Simpson House Inn (1/04)
Mark Erskine, San Diego Marriott Hotel and Marina (1/02)
Anne Evans, Evans Hotels (1/04)
Michael Gelfand, Terra Vista Management (1/02)
Charles Hays, Far Horizons 49er Trailer Park (1/02)
Greg Hendel, Best Western Palm Springs (1/02)
Rick Lawrance, California Lodging Industry Association (1/02)
Chris Middleton, American Hotels Inc. (1/04)
Cormac O'Modhrain, Park Hyatt Los Angeles (1/04)
Gene Zanger, CASA de FRUTA (1/04)

Restaurants and Retail

Ted Burke, Shadowbrook Restaurant (1/02)
Jeani Lund, Creative Marketing Services (1/02)
Ric Service, Las Casuelas Terraza (1/04)
Vacancy (1/04)

Attractions and Recreation

Claire Bilby, Sales/Travel Operations Disneyland (1/02)
Steve Lew, Universal Studios (1/04)
CTTC Vice Chair - Bob Roberts, California Ski Industry Association (1/02)

Transportation and Travel Services

Michael Gallagher, City Pass Inc. (1/04)
Anastasia K. Mann, Corniche Travel (1/04)
Robert Neuberger, Avis Rent A Car (1/02)
Rita Vandergaw, Port of San Diego (1/02)
Terry MacRae, Hornblower Cruises & Events (1/04)

(Term expirations are shown in parenthesis)

List updated May 2000